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Cognacq-Jay Image and BeBanjo join forces to make management of catch-up TV and on-demand services easier and more efficient

Cognacq-Jay Image, the leading French broadcast and broadband technical service provider, and **BeBanjo**, the Spanish start-up that builds best-of-breed tools for teams managing on-demand services, join forces to propose an innovative offer to companies looking to optimize their non linear television workflow.

This offer, called **MediaOnDemand**, helps content owners to get their programming out to multiple platforms in a highly automated and cost effective way.

MediaOnDemand is a combination of BeBanjo's award winning software products and Cognacq Jay Image's expertise in media asset management software and services. It provides platforms, broadcasters and content owners everything they need to efficiently distribute on-demand content across many different platforms, devices and countries.

"BeBanjo is about to celebrate its third birthday." says Bastian Manintveld, Founder of BeBanjo. "The partnership with Cognacq-Jay Image is a major break through in our quest to provide the world's best back-office for teams managing video-on-demand services."

"We have worked with Cognacq-Jay Image on behalf of our clients for a while now" says Jorge Gómez Sancha, Founder of BeBanjo. "We're very proud that this collaboration has now resulted in a far reaching partnership"

"With the BeBanjo tools, Cognacq-Jay Image is adding very user-friendly interfaces to our core transcoding and video processing services" says Régis Martin, deputy CEO of Cognacq-Jay Image. "Thanks to this partnership, not only can our customers rely on our service capabilities, but we also make their life easier".

About BeBanjo

BeBanjo is a software company focused on building the world best back-office for teams managing video-on-demand and catch-up services. BeBanjo was founded in 2008 by Bastian Manintveld and Jorge Gomez Sancha and is headquartered in Madrid, Spain. BeBanjo clients include Channel4, BSkyB, Telefonica and Tv Numeric. For more information: <http://bebanjo.com>

About Cognacq-Jay Image

Cognacq-Jay Image, a TDF Group company, operates since 1996 broadcast playout services for TV channels. Part of the TDF multimedia division, Cognacq-Jay Image proposes new services to drive innovation and multimedia solutions for its customers.

Its offer is now segmented as follows:

- MediaOnAir: dedicated and mutualized channel playout services.
- MediaOnDemand: content processing tools and services to publish on any on-demand platform.
- MediaLive: headends services to grab and reroute live content to any device.

For more information: <http://www.cognacqjayimage.com>

About the MediaOnDemand solution

Media Manager - Software Solutions

The **Media Manager** suite of software products is comprised of the following:

- BeBanjo's Movida: Rights management and Scheduling for catch-up and on-demand across multiple platforms, devices, networks and countries.
- BeBanjo's Metadata Manager: Simple and efficient management of metadata across multiple platforms without ever worrying about the technical specifications.

Media Factory - Services

Cognacq-Jay Image's **Media Factory** provides a fully outsourced content processing solution for on-demand and catch-up television on multiple devices: cable, IPTV, mobile, web, tablet, TV, connected TV etc.

Through BeBanjo's award winning Sequence workflow product, Cognacq-Jay Image's clients have real time control and visibility over the workflow status for each title across multiple platforms.

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